Utah SPF SIG Training Manual Section 5A

Identifying Additional Consequence, Consumption and Causal Factor Data for ARMVC



SPF SIG Training Manual Section 5A

Identifying Additional Consequence, Consumption and Causal Factor Data-ARMVC

- Objective: ✓ Identify additional consequence/consumption data needed and sources for obtaining the data in order to choose your priority and/or determine whether you need to narrow your population focus.
 - ✓ Identify additional causal factor data for the population of focus and sources for obtaining the data.

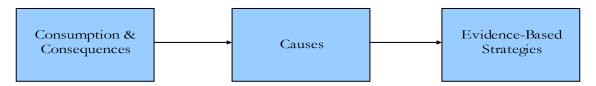
Note: Section 5A is specific to ARMVC; Section 5B is specific to the Prescription Narcotic Priority.

Things you will need for this section:

- ✓ LSAA Epi Profiles (Training Manual Section 4)
- ✓ Methods for Collecting Additional Data (Training Manual Section 6)
- ✓ SPF SIG Tool Kit (Training Manual Section 7)

Orientation to Where You Are in the Process

Remember that the SPF process is based on the following outcome-based prevention model:



In this model a community details its substance-related consumption and consequence data, researches the causal factors that may impact these problems, and chooses evidence-based policies, practices, and programs to address the identified causal factors. This means that grantees, and the community partnerships, must accurately assess their problems using epidemiological data, and they must do research to understand what may influence these problems. This has already been done at the state level as much as possible; what was found was given to you in Training Manual Section 4 (the LSAA Epi Profiles). It is now the communities' turn to continue the process. The purpose of this section is to provide you the tools to help you do so. To be effective, you should not complete the tools in this section alone. Instead, you, your Coalition(s), and your community partners should work together to complete this task, with support and TA from the state and Bach Harrison as needed.

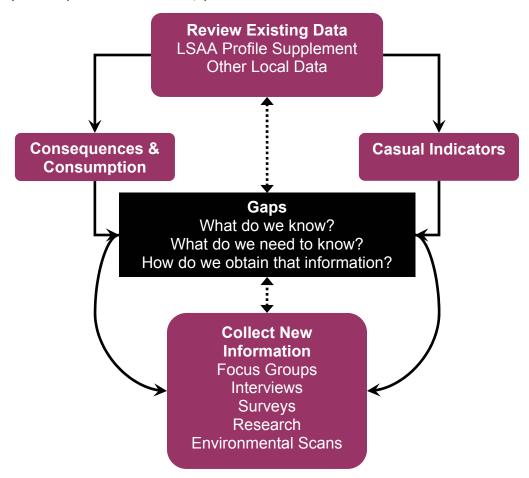
This section presents a summary of the data that is already available and identifies what additional data your community should attempt to collect. Tools are then presented that involve gathering data to fill in any gaps in order to illuminate both the problem(s) and the casual area(s) that contribute to ARMVC in your community. Filling in the gaps is important because accurate and complete data on the consequences and consumption patterns will allow you to determine whether you need to focus your LSAA's efforts on a targeted population (e.g., a certain geographic region of the LSAA or a certain age range). For some of you, it will help you decide which priority to focus on. Once you have determined your targeted population (keeping in mind that you may determine it is best *not* to narrow your population), you will then need to examine the causal factor data with respect to the identified population. Thoroughly examining the causal factor data will enable you to prioritize evidence-based strategies within your community's strategic plan and lead to focused mobilization and capacity building. This data collection effort you are embarking on

is part of the needs assessment of the SPF process. You will use this information, along with information from your readiness and resource assessments, in your community's planning process. Like the Coalition Assessment Tool and Summary Sheet, the tools completed here and in Sections 6 and 7 will contribute to the plan you submit to the state.

Because this section builds upon previous sections, it is important that you have reviewed and are familiar with the information in Sections 1 thru 4 prior to beginning this section. Section 6 provides detailed information on how to actually obtain the data (different data collection methods) and Section 7 contains tools to help you in the data collection. They should both be used in conjunction with this section. If you need additional help or clarification while completing this tool, please contact Susannah Burt or Bach Harrison.

General Comments on the Data Collection Process

The data collection process that this section (in conjunction with Sections 6 and 7) walks you through is presented in the figure below. You will begin by reviewing existing data (provided in Section 4) for consequences and consumption patterns. We will identify some missing gaps for you here; you might also identify some with your community. After identifying the gaps, you will collect new information until you have enough information to determine if your consequence and consumption data suggest narrowing your focus to a particular group or geographic area (and which priority to focus on, if your LSAA needs to do so). Once you have done this, you will review the data available for the causal factor for



the population of focus. You will continue the process of identifying gaps and collecting data to fill the gaps until you either have enough data to have a clear picture of the causal factors operating in your population or you have exhausted your data collection abilities. As the diagram shows, needs assessment can go on forever, and to some extent it should. However, assessing needs and collecting data should be done strategically, to ensure that you are still on track with your strategy and resource allocation, or to identify new needs that may arise. That is, you need a clear plan for collecting the information critical to your assessment in as efficient a way as possible. There is so much information out there that it is easy to get off track. You need to stay focused on the identified priority: alcohol related motor vehicle crashes. While we certainly expect you to make an effort to collect the data outlined in this section, we also realize that in some instances it just might not be feasible or logistically possible to get all of the data. In the end, you need enough to make an informed decision about the strategies that you have chosen. A checklist is provided in Appendix A; throughout this section, action steps on the checklist are indicated with an Action Step box.

Establish a Plan for How the Needs Assessment Will Be Completed

At this point, you have likely already begun your readiness assessment, and therefore the needs assessment process. If you haven't already done so, it is very important now that you establish a plan for how the needs assessment will be done. This includes how decisions are made and who is involved in the process. As

When to Stop Gathering Data

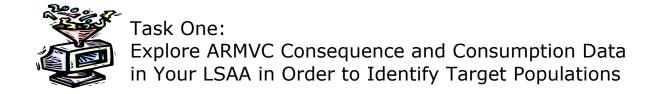
Has anyone ever said to you "The more you know, the more you know you DON'T know!"? It's sometimes hard to gauge when you should stop gathering data and start analyzing what you have collected. Try not to get hung up on one detail or target population if it's keeping you from moving ahead with your analysis. It is OK if there are still things missing or areas where you want to gather more information! Remember that your strategic plan can always include longer-term strategies to gather more information about concerns that were not captured by this assessment.

mentioned earlier, this is NOT a process that should be undertaken by one person or one agency. This is the reason that your Coalitions need to be functioning at the minimum standard level (see Training Manual Section 2) before beginning this process. Before you begin to collect or analyze data, you might consider establishing an assessment committee to oversee and conduct the needs assessment for your LSAA. Whether this makes sense for your LSAA depends on your Coalition and their structure, but it might be easier to make decisions with a smaller group as well as get things done. When forming the committee, in addition to interest, consider the following: include geographic coverage, include members who can speak to the lifespan focus of the Strategic Prevention Framework, and have members who have an array of experiences so your work can be conducted in a culturally competent way. One of your first agenda items should be to agree on a decision-making process for the committee and to determine an acceptable timeline for the assessment. You will need to establish roles and articulate who will be responsible for making sure each portion of the assessment gets completed. Make sure that these agreements are recorded and that everyone understands the goals and objectives of the needs assessment so that



the process runs as smoothly as possible. Appendix C provides two tables you may wish to use to track roles and responsibilities of your committee members. Note that these will change as you move forward. Appendix B provides more information on how to put together a committee. Whether done as a committee of the Coalition

or not, you will still need to bring together a group of people to help you with this.



Consequence Data

Recall that for most of you, the state had enough data available to already identify the consequence that your community will be focusing on: Alcohol Related Motor Vehicle Crashes. For a few of you, the state could not collect enough data and you will be determining whether

Progress Check

Have you submitted your Coalition Assessment Tool yet and gotten approval? If not, you're not ready to move on.

ARMVC is the priority your LSAA should focus on. In this section, we will summarize the consequence data that was presented in the LSAA Epi Profiles (Training Manual Section 4) and identify the additional data that your LSAA should attempt to collect in order to determine if you need to narrow your population of focus. Note that you can decide to narrow your population focus based on geography or on demographic information. For those that are deciding between the two priorities, you will also use this information in making your decision.

What You Have

- Information on what percentage of the ARMVC in your LSAA led to fatalities.
- Information on what percentage of fatal crashes in your LSAA involved alcohol.
- Information on the rate of ARMVC in your LSAA that led to fatalities.
- Information on the rate of ARMVC in your LSAA that led to injury.
- Information on the rate of ARMVC in your LSAA that led to property damage.
- Information on the time of day, day of week, and month of year of ARMVC for the state.
- Information on the gender and age of drivers involved in ARMVC for the state.

What you Need

In order to determine if ARMVC should be your priority and/or to determine whether your focus should be on the entire LSAA or a subset of the LSAA, you need to attempt to collect all of the above information that you can find at the community level. We recognize that you may not be able to find all of it at the community level and that is okay. However, it is expected that you will try to find it and document your efforts to do so.

Where to Get It

Your source for this data will be your local law enforcement agencies. Identify all of the local law enforcement agencies within your LSAA and contact them to see: 1) if they have any of this data available; and 2) if they will let you have access to it. The SPF SIG Tool Kit (Training Manual Section 7) contains Priority Focus Tool #1, a worksheet for you to record

the agencies you contacted and whether they have the information. This tool will be submitted to the state as part of your plan.

Action Step:
Priority Focus Tool 1

How to Get It

In order to get this information you will need to gather information from agencies, specifically local law enforcement agencies. Depending on the agency, you might simply contact the agency for the information or they might require you to do an interview with a representative from the agency. Detailed information on how to do a key informant interview and on contacting agencies is provided in Section 6. Whomever you speak to, make sure that s/he is capable of providing the information you seek. It is helpful if you have someone from law enforcement on your Coalition to aid in this process. Be aware that they may have questions about how you are planning to use the data and who has access to it. Be prepared to answer these questions.

While you may word the questions however you like, you want to obtain information on:

- Are records kept of the number of ARMVC?
- Are they separated out by outcome (property damage, injury, fatality)? Are they mutually exclusive categories?
- Do they keep demographic information on the drivers?
- Do they keep track of when and where the crashes occurred?
- Do they keep track of the site of the crash vs. the residence of the driver or the origin of the drinking?
- Which ARMVC do not get reported or recorded?
- How consistent is the record keeping?
- If you can't have access or they don't keep records, find out why not.
- Where do they feel the biggest problems with ARMVC are in the LSAA?

What To Do With It Once You Get It



Hopefully, you were able to find additional data. If so, use it to complete the tables in Priority Focus Tool #2, found in the SPF SIG Tool Kit (Training Manual Section 7). Tool #2 will also be submitted as part of your plan. If you were not able to collect additional data, this will be reflected in your Table in Priority Focus Tool #1 and you do not need to complete Tool #2. Data that you collect that does not fit into the tables provided in Tool #2 should be presented in tables you create in Tool #2.

Consumption Patterns Data

What You Have

- Information on adult current drinking, binge drinking and treatment admissions at the LSAA level.
- Information on adult binge drinking, heavy drinking and drinking and driving at the state level.
- Information on youth current drinking, binge drinking, heavy use, drinking and driving, and riding with a drunk driver at the LSAA level.

What you Need

In order to determine if ARMVC should be your priority and/or to determine whether your focus should be on the entire LSAA or a subset of the LSAA, either geographic or demographic, you need to attempt to collect all of the above information that you can find

at the community level. However, it is logistically prohibitive to get use data, particularly for adults, and so it is unlikely you will be able to collect much additional data in this area.

Where to Get It

While you may not find much additional data, you may be able to find some. Everyone can potentially get community level youth data by contacting your local school districts to see if



they have participated in the SHARP PNA survey and whether you can have access to the data. The SHARP (Student Health and Risk Prevention) Survey is a collection of surveys which includes the Prevention Needs Assessment (PNA) and is administered across the state of Utah. The PNA assesses adolescent substance use, anti-social behavior, and the risk and protective factors that predict these adolescent problem behaviors. If your LSAA includes a publicly funded institution of higher education, additional data for the college student population is also potentially available from the Utah Higher Education Health Behavior Survey. College level data is available only with permission of the individual college. Specific data available through the PNA or Higher Ed Survey relevant to consumption (as well as the priorities in general) is outlined in the LSAA Epi Profiles. The SPF SIG Tool Kit contains Priority Focus Tool #1, a worksheet for you to record the schools and colleges you contacted and whether they have the information to provide to you. This tool will be submitted to the state as part of your plan.

Getting adult level use data is much more difficult and logistically prohibitive. Talk to Coalition members and other community partners to see if anyone knows of any additional sources for adult consumption data that has already been collected. However, it is not necessary nor recommended that you attempt to collect new data on adult use for your needs assessment.

How to Get It

In order to get this information you will need to contact the school district superintendent for PNA data and The Division of Substance Abuse and Mental Health for contact information for the prevention coordinators at each college. It is helpful if you have someone from the school district or higher education on your Coalition to aid in this process. Be aware that they may have questions about how you are planning to use the data and who will have access to it. Be prepared to answer these questions. Remember that if they give you access to the data is for your use (or the Coalition's use) only and members of the Coalition should not be distributing it to their organizations. The schools and colleges can either provide you the data directly or they can send an email to Bach Harrison authorizing Bach Harrison to release the data to you. It is preferable that you have them send the authorization to Bach Harrison because they can provide the data to you in tables that correspond with your existing data.

For the PNA data, you may ask for the school district report, or, if it makes more sense, for particular schools. For instance, because of how you are thinking of defining your communities, you might want half of the district's schools in one group and half of the district's schools in another group. They may let you have each school's data individually. However, be aware that the numbers for any given school may be very small and not as useful. The SHARP survey was administered in 2003, 2005 and 2007 and you should ask for all years available if you can get it, or the most recent year if not. The SHARP survey will be administered again in 2009. You might ask how large of a sample they are intending to do for that administration so you know whether you will have adequate data in the future.

(There are no plans to do another Higher Ed Survey, which was conducted in 2003, 2005, and 2007.)

Finally, it is easiest to ask for full access but you could also ask for just the data specific to this project. The specific data used for the SPF is provided in a separate document, "LSAA Detailed PNA Data" or in Section 4.

What To Do With It Once You Get It

Action Step:
Priority Focus Tool 2

Hopefully, you were able to find additional data. If so, use it to complete the tables in Priority Focus Tool #2, found in your SPF SIG Tool Kit. Tool #2 will also be submitted as part of your plan. If you were not able to collect additional data, this will be reflected in your Table in Priority Focus Tool #1 and you do not need to complete Tool #2.

Narrowing Down Your Priority

At this point, you should have completed Priority Focus Tools #1 and #2; if not, you'll need to do so before moving on to this next step. Once you have completed them, you are ready

Progress Check

Have you finished Priority
Focus Tools #1 and #2
yet? If not, you're not
ready to move on.

to start examining the data to determine whether your LSAA should focus on a specific population. Some LSAAs will also need to determine which priority they are going to focus on (ARMVC or prescription narcotic morbidity and mortality). This is a process and decision that should not be undertaken by just one person. Rather, the entire Coalition or committee should work together to come to a consensus given the data

available. If you are lucky, the data will point to a clear decision. More often, however, this is not the case and the end decision includes a certain amount of subjectivity. This is why it is extremely important that you have established a clear process for making decisions within your Coalition or committee.

As a group, have your Coalition review the data from Section 4 and the new data you were able to collect. Note that this process will and should take more than one meeting. You might want to give the data to people prior to meeting to give everyone a chance to review the data and begin formulating their thoughts. If you need to decide which priority to focus on, this should be your first task. Once the priority has been identified, move on to deciding whether you should narrow the focus to a given population. If your LSAA had both priorities

assigned, you will have to do this process for both priorities separately. Be patient with this process. It will determine the direction your community moves in for some time and people are likely to have strong opinions on the matter.



You might find it easiest to use the questions on Priority Focus Tool #3 (for LSAAs deciding on a priority) and Priority Focus Tool #4 (for all LSAAs to determine whether to focus on a specific population) as a guide to your discussions. You can find these in the SPF SIG Tool Kit (Training Manual Section 7). You will need to answer these questions and submit the Tools to the state as part of your plan. Note, however, that if you are not deciding between priorities you do not need to complete Tool #3. The purpose of both Tools is to provide a clear rationale for the decision that was made.

A few words of caution when examining your data and making decisions. Lack of data is certain to occur, particularly with consumption among age groups and other demographic variables. Be careful about focusing on a particular group (e.g., youth) simply because you

have data for that group and not others, especially if the data suggest that the priority problem is not prevalent among that group. A lack of data does not indicate that a problem does not exist.

When you have completed Priority Focus Tools #1, #2, #3 and #4, you must submit them to Susannah Burt for approval prior to moving forward.

✓ Action Step: Submit PF Tools 1-3 for approval



Causal Factor Data

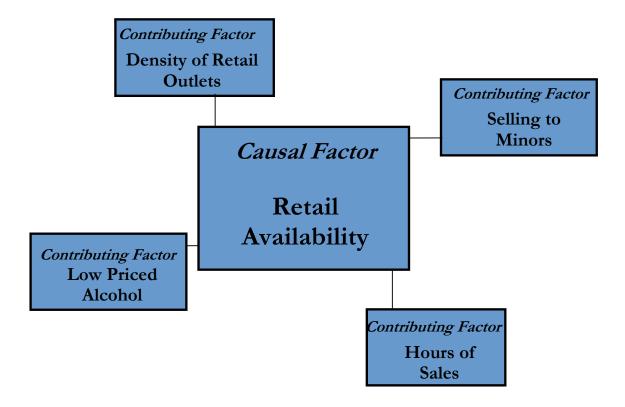
Casual factors, or intervening variables, are broad factors that manifest differently in different communities. It is your job to define what it is about each casual factor that contributes to ARMVC in your community. Using marijuana as an example: the issue may

be that in one community people who use marijuana believe that they will not get caught because even though the police are working hard to enforce the laws nobody hears about anyone who got caught (perception about enforcement). In another community, police may not in fact spend their time enforcing laws around marijuana use because other substances pose a bigger problem (focus of police enforcement). Both of these factors contribute to the

Progress Check

Have you gotten approval for your priority/population focus? If not, you're not ready to move on.

causal factor of enforcement (perceived or actual) related to marijuana use. Each of the causal factors (e.g., social availability) is shaped by contributing factors as well. The figure below illustrates potential contributing factors for the causal factor of retail availability. The data you will be gathering in this section is on the *contributing factors* that comprise the causal factors. You will use the data you collect to decide if your community should focus on any given causal factor. Note that you only need to collect causal factor data on your population of focus. Note that Appendix D summarizes all of the data you need to collect by recommended data collection method.



Retail Availability Data

Recall that retail availability refers to the availability of alcohol through retail outlets. It may refer to the density of retail outlets, the ability of underage drinkers to obtain alcohol illegally through retail outlets, ways in which retail outlets encourage or allow drinking and driving or additional ways that you may identify in your community.

What You Have

 Information on the number of alcohol retail outlets and EASY compliance rates at the LSAA level. to collect causal factor data on your population of focus.

Tip: You only have

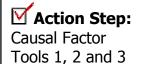
Youth perspectives of general availability at the LSAA level (ease of obtaining). Note that this is not specific to retail availability, but also includes other ways youth may obtain alcohol.

What you Need

In order to determine how much retail availability contributes to ARMVC in your community, you need to attempt to collect information on the following contributing factors:

- Density of alcohol sales outlets (i.e. how many outlets are in a given radius or per capita).
- Hours of alcohol sales (business hours alcohol is sold).
- Sales to intoxicated patrons.
- Low priced alcohol (low or lack of alcohol tax, happy hours, discounted drinks, specials that promote large quantity consumption, etc.).
- Any other contributing factors your community can think of.

All of these factors influence how easy it is to obtain alcohol, including large quantities of alcohol. Brainstorm with your committee or Coalition to see if you can identify other relevant contributing factors for your community.



Where and How to Get It

Information on the <u>density of alcohol sales outlets</u> and <u>hours of alcohol sales</u> is easiest to obtain by research – obtain a list of all the retail outlets in your area of interest, call or look up their location and hours and plot their location on a map [(regardless of density

definition, you will need to know their location for conducting your environmental scan (see below)]. Calling may be beneficial because you can also ask about low priced alcohol (see below). You will need to decide what radius you are interested in (i.e. how many per X block radius or within a mile, per capita, etc.) The size of the radius will depend on the size of your targeted community and its context. It is also a good idea to track types of

establishments separately (i.e. bars, restaurants, liquor stores, convenience stores, etc.). This will provide you with more information, even if you decide to group them together later on in the decision making process. If you are using per capita as part of your density definition, you will also need to get the population size of the geographic area of interest. Use ARMVC Causal Factor Tool #1 to summarize some of the data you collect.

Tip: Appendix D groups all of the data you need to collect by type of data collection method.

Information about <u>low priced alcohol</u> should be done through research or an environmental scan. These methods are similar but in an environmental scan you and/or a team of people

go out into the community and "scan" for the information you are looking for. Don't forget to check the websites for the alcohol sale outlets for information also. ARMVC Causal Factor Tools #1 through #3 will aid you in this. If you are doing targeted surveys, focus groups, or key informant interviews with wait staff, you can also include questions about low priced alcohol. Note that the Tools can be edited to fit your specific needs.



Information on <u>sales to intoxicated patrons</u> is best obtained through a focus group, targeted survey or key informant interview of wait staff and a focus group of adults who drink. You may also be able to think of additional groups who may be able to provide perspective on how much this is an issue in your community. Which

method you select to obtain your data depends on your available resources (including time and people) and the particular context of your community. For example, if you only have a few alcohol retail outlets in your community and you feel that wait staff might be uncomfortable answering questions, even generally, about sales to intoxicated patrons, you may want to do a targeted survey that is anonymous. You can also try a combination of methods. This not only helps you get a more representative sample but also helps to give you a more complete picture of the data, which can be especially helpful if you find conflicting information. TM Section 6 provides information on running focus groups and doing targeted surveys and TM Section 7 provides tools to help you in the process. Appendix E of this section provides sample questions for you to use for your focus group. Note that you would *not* do a focus group of wait staff and patrons together – be sure to

read through the materials in Section 6 closely before you begin planning your focus groups. If you decide to do a survey, contact Bach Harrison for help in adapting the questions to survey form. Both methods take time, so be sure to give yourself plenty of leeway. You want to be aware of any laws or ordinances regarding selling to intoxicated patrons prior to obtaining these data, as these will inform your questions.

Tip: You can use one focus group to get data on multiple issues.

What To Do With It Once You Get It

The ARMVC Causal Factor Tools in your SPF SIG Tool Kit will aid you in consolidating your information once you collect it.

Social Availability

Recall that social availability refers to the ways in which people obtain alcohol through social ties such as family members, friends, and the like. This includes both providing underage drinkers with alcohol as well as ways in which social availability encourages excessive drinking among of-age drinkers. You may be able to identify additional ways it is encouraged in your community other than those listed here.

What You Have

 Youth perspectives of general availability at the LSAA level (ease of obtaining). Note this is not specific to social availability.

What you Need

In order to determine how much social availability contributes to ARMVC in your community, you need to attempt to collect information on the following contributing factors:

Alcohol provided to underage youth by parents/siblings/other adults.

- Alcohol available to underage youth and unmonitored within the home but not explicitly provided by parents/relatives/other adults.
- Alcohol available at community events.
- Alcohol available through peers (i.e. over 21 peers, friends with fake IDs, all drinkers at parties, etc.).
- Alcohol available through celebrations encouraging heavy drinking (i.e. keg parties, tailgating, etc.).
- Any other contributing factors your community can think of.

Adults providing alcohol or not monitoring alcohol's availability to minors increases youth access to alcohol via a social milieu, which increases use and, by extension, possible ARMVC. Even among of-age drinkers, social events that encourage heavy drinking increase the likelihood of ARMVC, especially when these events are held in locations that encourage driving afterwards. Brainstorm with your committee or Coalition to see if you can identify other relevant contributing factors for your community.

Where and How to Get It

Information on <u>all of the above with exception of alcohol at community celebratory events</u> will best be obtained through focus groups with community adults and youth. You may also be able to think of additional groups who may be able to provide perspective on how much this is an issue in your community. Doing a general targeted survey of "adults" or "youth" is



very difficult and logistically prohibitive. However, if there is a more targeted group that your Coalition believes could particularly inform your decision making process, you might consider doing a targeted survey. Training Manual Section 6 provides information on running focus groups and doing targeted surveys and Training Manual

Section 7 provides tools to help you in the process. Appendix E of this section provides sample questions for you to use for your focus group. Note that in doing the focus groups you should attempt to group youth (if possible) and adults into drinkers and non-drinkers. You should also try to group adults by general age (i.e. young adults, middle age, etc.). Be sure to read through the materials in Section 6 closely before you begin planning your focus groups. If you decide to do a survey, contact Bach Harrison for help in adapting the questions to survey form. Both methods take time, so be sure to give yourself plenty of leeway. You want to be aware of any relevant laws or ordinances prior to obtaining these data, as these will inform your questions.

The use of alcohol at <u>community events</u> is best obtained by research. Causal Factor Tool #4 will help you record this information. You may alter it based on your community's needs. Community events are events that are organized and conducted by an organization(s) and

open to community members. Examples of community events include festivals, concerts, sporting events, auctions, auto shows, runs and walks, fundraisers, farmer's markets, etc. Be sure to consult a number of sources. Community event websites and Visitor's Centers are a good source of information. Also contact



local agencies for events they may hold and don't forget to ask members of your Coalition. Engage in a good deal of brainstorming to get an exhaustive list.

What To Do With It Once You Get It

The Tools in your SPF SIG Tool Kit will aid you in consolidating your information once you collect it.

Promotion

Alcohol promotion occurs through billboards, magazine and newspaper advertisements, television commercials and other forms of media such as the internet. Additionally, alcohol outlets, both on-premise and off-premise, may advertise alcohol or low price specials on alcohol. You may come up other ways promotion encourages heavy drinking and drinking and driving in your community.

What You Have

No data are available surrounding promotion.

Identifying the contributing factors is **key** to selecting the appropriate prevention efforts to employ in your community.

What you Need

In order to determine how much promotion contributes to ARMVC in your community, you need to attempt to collect information on the following contributing factors:

- Alcohol sponsorship of public events.
- Presence and density of alcohol advertisements in stores or store front windows.
- General advertising that makes alcohol consumption attractive to youth (i.e. portrayals of alcohol use as sexy or fun in local advertising).
- General advertising that makes heavy alcohol consumption attractive or normal or promotes drinking and driving.
- Any other contributing factors your community can think of.

All of these factors represent advertising that promotes drinking. Note that promotion includes not only advertising but also promotional gifts and signage. Brainstorm with your committee or Coalition to see if you can identify other relevant contributing factors for your community.

Where and How to Get It

Information on <u>alcohol sponsorship of public events</u> is best collected through research and is done as part of your research on community events (see above).



Information on the <u>alcohol advertisements in stores</u> is best done with an environmental scan and is done as part of your scan on retail availability (see above).

Information on <u>actual general advertising</u> will best be obtained through an environmental scan. ARMVC Causal Factor Tool #5 in your SPF SIG Tool Kit will aid you in this. For this scan, you will collect information on billboards, radio and local newspapers and magazines. As with all scans, this is best done with multiple people covering the same territory and publications (billboard scanning will require observation while driving and therefore it is particularly important to have two people do this task together.) Work with your committee or Coalition to brainstorm a list of all local newspaper and magazines (regardless of frequency of publication). Include free publications. If the total number is too prohibitive to scan all of them, select a sample (see Training Manual Section 6 for information on sampling). Be sure to select a stratified sample that includes the various frequencies of publications in order to better understand exposure to alcohol marketing. A newspaper that appears only once a week provides less exposure than one that appears every day. This task will require time! Plan accordingly. Also, if you decide to do a radio scan, you will need to choose the radio stations and times to scan. Choose three one-hour segments to do on

two days of the week (one week day, one weekend day). Work with your committee or Coalition to identify popular local radio stations and listening times.



Information on <u>perspectives on general advertising</u> will best be obtained through focus groups on community adults and youth. You may also be able to think of additional groups who may be able to provide perspective on how much this contributing factor

is operating in your community. Doing a general targeted survey of "adults" or "youth" is very difficult and logistically prohibitive. However, if there was a more targeted group that your Coalition believes could particularly inform your decision making process, you might consider doing a targeted survey. Training Manual Section 6 provides information on running focus groups and doing targeted surveys and Training Manual Section 7 provides tools to help you in the process. Appendix E of this section provides sample questions for you to use for your focus group. Note that in doing the focus groups you should attempt to group youth (if possible) and adults into drinkers and non-drinkers. You should also try to group adults by general age (i.e. young adults, middle age, etc.). Be sure to read through the materials in Section 6 closely before you begin planning your focus groups. If you decide to do a survey, contact Bach Harrison for help in adapting the questions to survey form. Both methods take time, so be sure to give yourself plenty of leeway. You want to be aware of any relevant laws or ordinances prior to obtaining this data, as these will inform your questions.

What To Do With It Once You Get It

The Tools in your SPF SIG Tool Kit will aid you in consolidating your information once you collect it.

Criminal Justice/Enforcement

Recall that enforcement or perception of enforcement of alcohol laws may be an important deterrent to problem alcohol use at both the state and community levels. Also remember that interpretation of this data is complicated because increases in numbers or rates can represent increases in prevalence or increases in enforcement. Without multiple data sources, discerning which led to the increases can be impossible and interpretation of this data should always be done in conjunction with other data.

What You Have

- Youth perceptions of enforcement (likelihood of getting caught by police if drinking) by LSAA.
- Adult arrests for alcohol law violations and DUI arrests by LSAA.
- Juvenile arrests for alcohol law violations and DUI arrests by LSAA.
- EASY compliance check rates could also be used here.

What you Need

In order to determine how much criminal justice and enforcement contribute to ARMVC in your community, you need to attempt to collect information on the following contributing factors:

- Numbers of sobriety checkpoints.
- Consistency of enforcement (actual or perceived) of alcohol laws, policies or ordinances.
- Prosecution (actual or perceived) of alcohol violations.

- Number of retailer compliance checks.
- Perception of getting caught drinking and driving and whether penalties are a deterrent.
- Any other contributing factors your community can think of.

All of these factors represent issues surrounding the enforcement of existing laws and regulations related to alcohol consumption, particularly those that involve heavy drinking and drinking and driving. These may not be particularly effective if they are not enforced routinely or there is a perception of low enforcement in the community. Similarly, if arrests for alcohol violations are often dismissed, alcohol laws in your community may not have their intended impact. Brainstorm with your committee or Coalition to see if you can identify other relevant contributing factors for your community. *Prior to beginning this data collection task, you need to be aware of the local laws, ordinances and policies in your community.*

Where and How to Get It

Information on <u>perceived risk of getting caught</u>, <u>perceived consistency of enforcement</u>, <u>perceived prosecution for violations</u>,

✓ Action Step:
Data Collection

and perceptions on the deterrence of penalties is best obtained through focus groups on community adults and youth. You may also be able to think of additional groups who may be able to provide perspective on how much this is an issue in your community. Doing a general targeted survey of "adults" or "youth" is very difficult and logistically prohibitive. However, if there was a more targeted group that your Coalition could particularly inform your decision making process, you might consider doing a targeted survey. Training Manual Section 6 provides information on running focus groups and doing targeted surveys and Training Manual Section 7 provides tools to help you in the process. Appendix E of this section provides sample questions for you to use for your focus group. Note that in doing the focus groups you should attempt to group youth (if possible) and adults into drinkers and non-drinkers. You should also try to group adults by general age (i.e. young adults, middle age, etc.). Be sure to read through the materials in Section 6 closely before you begin planning your focus groups. If you decide to do a survey, contact Bach Harrison for help in adapting the questions to survey form. Both methods take time, so be sure to give yourself plenty of leeway. You want to be aware of any relevant laws or ordinances prior to obtaining this data, as these will inform your questions.



Information on the <u>number of sobriety checkpoints</u> and <u>number of retailer compliance checks</u> is most easily obtained by contacting your local law enforcement agency. Be sure to contact all agencies within your targeted area. Depending on the agency, you might simply contact the agency for the information or they might require

you to do an interview with a representative from the agency. Detailed information on how to do a key informant interview and on contacting agencies is provided in Section 6. Whomever you speak to, make sure that s/he is capable of providing the information you seek. It is helpful if you have someone from law enforcement on your Coalition to aid in this

process. Be aware that they may have questions about how you are planning to use the data and who has access to it. Be prepared to answer these questions. You may decide to do this when you contact law enforcement agencies for consequence data. SPF SIG Tool Kit Causal Factor Tool #6 will help record this information.

Tip: You can collect this data when you collect consequence data

Information on <u>consistency of enforcement</u>, and <u>prosecution for violations</u> is best obtained through a targeted survey or key informant interviews of local law enforcement staff, local



attorneys or the local courts. You may also be able to think of additional groups who may be able to provide perspective on how much this is an issue in your community. Because enforcement is a complicated issue, be sure to get the perspective of multiple groups of people, even for actual enforcement. Which method you select to

obtain your data depends on your available resources (including time and people) and the particular context of your community. You can also try a combination of methods. This not only helps you get a more representative sample but also helps to give you a more complete picture of the data, which can be especially helpful if you find conflicting information. Training Manual Section 6 provides information on doing targeted surveys and key informant interviews. Training Manual Section 7 provides tools to help you in the process. If you decide to do a survey, contact Bach Harrison for help in adapting the questions to survey form. Both methods take time, so be sure to give yourself plenty of leeway. The SPF SIG Took Kit contains Causal Factors Tool #6 to help you summarize the data you collect (as well as provide examples of the types of information to collect).

What To Do With It Once You Get It

The Tools in your SPF SIG Tool Kit will aid you in consolidating your information once you collect it.

Tip: Multiple data sources are particularly important with law enforcement data.

Individual Factors

The individual factor category refers to a cluster of variables that characterize an individual's risk for engaging in problematic alcohol consumption. These individual factors may pertain to an individual's attitudes, temperament, genetic predisposition, family relations, etc. that affect their likelihood of engaging in problematic drinking.

What You Have

- Youth favorable attitudes towards alcohol use by LSAA.
- Youth intention to use as an adult by LSAA.
- Youth perceived risk of binge drinking and moderate use by LSAA.
- Youth perceptions of getting caught by a parent if they use by LSAA.
- Youth frequency of communication with parents about alcohol by LSAA.

What you Need

In order to determine how whether individual risk factors contribute to ARMVC in your community, you need to attempt to collect information on the following contributing factors:

- Youth perceptions of risk of drinking and driving.
- Adult perceptions of risk of drinking and driving and heavy alcohol use.
- Any other contributing factors your community can think of.

These contributing factors both lead to an increased risk for ARMVC. Brainstorm with your committee or Coalition to see if you can identify other relevant contributing factors for your community. However, keep in mind that the SPF SIG process is focused on the public health model and *community* level change. Therefore, when brainstorming potential contributing factors try to focus on individual factors that can be addressed from a community level and largely with environmental strategies.

Where and How to Get It

Information on <u>all of the above</u> will best be obtained through focus groups with community adults and youth. You may also be able to think of additional groups who may be able to provide perspective on how much this is an issue in your community. Doing a general

targeted survey of "adults" or "youth" is very difficult and logistically prohibitive. However, if there is a more targeted group that your Coalition believes could particularly inform your decision making process, you might consider doing a targeted survey. For example, treatment providers may be able to speak to these



issues. Training Manual Section 6 provides information on running focus groups and doing targeted surveys and Training Manual Section 7 provides tools to help you in the process. Appendix E of this section provides sample questions for you to use for your focus group. Note that in doing the focus groups you should attempt to group youth (if possible) and adults into drinkers and non-drinkers. You should also try to group adults by general age (i.e. young adults, middle age, etc.). Be sure to read through the materials in Section 6 closely before you begin planning your focus groups. If you decide to do a survey, contact Bach Harrison for help in adapting the questions to survey form. You want to be aware of any relevant laws or ordinances prior to obtaining these data, as these will inform your questions.

What To Do With It Once You Get It

The Tools in your SPF SIG Tool Kit will aid you in consolidating your information once you collect it.

Community Norms

Community norms are the informal rules of acceptable behavior that apply in community settings. Community norms can encourage or discourage problem alcohol-related behaviors.

What You Have

- Youth perceptions of how cool it is to drink alcohol by LSAA
- The number of youth who overestimate use by peers by LSAA
- How adults feel about youth alcohol use by LSAA
- How many youth who know adults who use by LSAA.

What you Need

In order to determine how much community norms contribute to ARMVC in your community, you need to attempt to collect information on the following contributing factors:

- Community acceptance of alcohol use (particularly heavy use) and expectation that drinking is part of every-day behavior (i.e. acceptable in public places, a rite of passage, etc.).
- Community acceptance of drinking and driving.
- Policies and ordinances on supply [retail industry, selling to intoxicated patrons, ability to purchase large quantities of alcohol (i.e. kegs), social host laws, alcohol in public or at public events, etc.].
- Ease of public transportation.
- Any other contributing factors your community can think of.

All of these factors represent community norms that promote the use of alcohol or drinking and driving. Brainstorm with your committee or Coalition to see if you can identify other ways that community norms may promote (or discourage) heavy use or drinking and driving.

Where and How to Get It

Information on <u>community acceptance</u> will best be obtained through focus groups on community adults and youth. You may also be able to think of additional groups who may be able to provide perspective on how much this is an issue in your community. Doing a general targeted survey of "adults" or "youth" is very difficult and logistically prohibitive.



However, if there was a more targeted group that your Coalition believes could particularly inform your decision making process, you might consider doing a targeted survey. Training Manual Section 6 provides information on running focus groups and doing

targeted surveys and Training Manual Section 7 provides tools to help you in the process. Appendix E of this section provides sample questions for you to use for your focus group. Note that in doing the focus groups you should attempt to group youth (if possible) and adults into drinkers and non-drinkers. You should also try to group adults by general age (i.e. young adults, middle age, etc.). Be sure to read through the materials in Section 6 closely before you begin planning your focus groups. If you decide to do a survey, contact Bach Harrison for help in adapting the questions to survey form. You want to be aware of any relevant laws or ordinances prior to obtaining these data, as these will inform your questions.

Information on <u>public transportation</u> and <u>local law, policies and ordinances</u> can be found with a little research. For public transportation, compile a list of all local public transportation means (buses, taxis, trains, etc.) in your area of interest and call or look up their location and hours. Note whether they are convenient to on-site alcohol retail outlets and whether their hours are congruent with outlet hours. Also note whether they advertise in the retail outlets. For local laws and policies, contact your local court, district attorney,

etc. Look for laws related to sales to minors, adults buying alcohol for minors, drinking and driving, sales to intoxicated patrons, large quantity alcohol sales (i.e. kegs), public intoxication, social host ordinances, etc. Casual Factor Tool # 6 will help record these.



What To Do With It Once You Get It

The Tools in your SPF SIG Tool Kit will aid you in consolidating your information once you collect it.

What now?

Now that you have collected all of this data, what do you do with all of it? You look at it (with your Coalition or committee) to decide which causal factors are particularly relevant to ARMVC in your community and are the factors your community will be focusing your strategies on. How do you make sense of all the data to arrive at these decisions? SPF SIG Training Manual Section 8 will help you.

Appendix A: Major Activities Checklist for Additional Data Collection

	Establish a plan for how the needs assessment will be conducted				
	Submit Coalition Assessment and get approval from Susannah to go ahead				
	Gather additional consequence/consum	nption data:			
	Review data and determine priority/po	pulation: ☐ PF Tool 4			
		ubmit Tools 1-4 and get approval from Susannah to go ahead			
	Collect additional data on causal indictor: retail availability				
	☐ CF Tool 1 ☐ CF Tool 2 Collect additional data on causal indict	☐ CF Tool 3 ☐ Sales to intoxicated patrons or: social availability			
☐ Collect additional data on causal indictor: social availability ☐ Focus Group Tools: Perceptions of social availability ☐ CF Tool 4					
	Collect additional data on causal indict	t additional data on causal indictor: promotion			
	☐ Focus Group Tools:Perceptions of advertising☐ CF Tool 2	☐ CF Tool 3 ☐ CF Tool 4 ☐ CF Tool 5			
	Collect additional data on causal indictor: criminal justice/enforcement				
	☐ Focus Group Tools: Perception☐ Consistency of enforcement, p☐ CF Tool 6	s of enforcement, prosecution, risk rosecution of violations			
	Collect additional data on causal indict	or: community norms			
	☐ Public transportation☐ CF Tool 6Collect additional data on causal indict	Focus Group Tools: Community acceptance or: individual factors			
	☐ Focus Group Tools: Perceptions of risk and use				

Appendix B: Considerations on Putting Together a Committee

Recruiting Planning Committee Members

If you are creating a committee from your Coalition(s), ask who might be able to help or is interesting in illuminating local alcohol or prescription drug environments and trends [identifying the problems]. If the committee will have a role beyond the needs assessment (i.e. planning, etc.), also ask for people interested in fashioning responses suited to local realities [creating solutions], committing to work at the solutions they choose from research-based "best practices", and then monitoring and measuring results.

If you are creating a committee "from scratch" and not pulling from a Coalition, work to brainstorm a list of individuals you feel would fit the needs above. Send invitations and invite people to a planning meeting. Phone or mail personal invitations work best. At the beginning, continue to add to a list of prospective committee members as they are identified at each meeting.

Examples of people you might ask are:

Local Government Officials

Neighborhood Association Representatives

Faith Community Representatives

Professional Services Providers (Find groups that will support your efforts with donated services, i.e. social services, evaluators, public relations, printing/duplication services, graphic design, etc...)

Court Officials (Juvenile Court Judges, Solicitors, District Attorney's, etc.)

Law Enforcement Leaders

Youth Group Leaders

School Administrators and Education Leaders

Public Health, Related Agencies and Non-Profits

Parents and Youth

Civic Associations

Merchants and Business Associations

Media and Other "key influencers" in a community

Hosting Initial and Ongoing Meetings

Hosting the initial meeting is a critical first step. A group of at least 8 – 10 members can provide direction for project activities. Invite those interested to an initial meeting at an accessible location and provide refreshments or even lunch, depending on the availability of funds.

The first few meeting agendas should cover the following topics:

Introduction of the SPF and SPG SIG

Brief discussion on the local underage ARMVC or Prescription Drug problem Presentation of Priority Logic Model and the needs assessment process

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Establishment of committee meeting schedule

At the first group meeting, begin to identify who can help with various activities, i.e. data collection and analysis, research, planning, implementation, evaluation, etc. It is important to keep meetings brief and simple and to look for ways to value what each member can bring to the project.

Be sure to keep meeting notes. Keeping detailed written notes will ensure that:

Items are planned and completed on time Committee is meeting and monitoring tasks Others are assisting where/when necessary Expenses are well-monitored Process evaluation is in place

Meeting notes should include the following:

Date, time and location of meeting

Names of attendees

List of any handouts distributed (include printed meeting agenda)

Topics discussed (be brief and to the point)

Decisions made (highlight and list any decisions made)

Actions to be taken (be complete and clear, include who will do what, when)

Notes should be copied and distributed to committee members within a short period of time following the meeting. Copies should be kept and referred to at subsequent meetings.

Appendix C-1: Assessment Committee Responsibilities			
LSAA:			

Committee Member	Affiliation	Role/Responsibility

Appendix C-2: Assessment Committee Responsibilities

SPF-SIG Data Collection Process and Timelines

Component	How will you collect this data?	Who is responsible for doing it?	When will it be completed?
Consequence Data			
Consumption Data			
Adult Focus Groups			
Youth Focus Groups			
Key Informant Interviews			
Targeted Surveys			
Environmental Scan			
Research			

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Appendix D: Data Collection Methods for Data Needed - ARMVC

Focus Groups for:

- Youth (drinkers and non-drinker groups)
 - Perceived enforcement and prosecution of alcohol violations
 - Perceived negative consequences of penalties for alcohol violations
 - Where youth obtain alcohol
 - General view of alcohol use (everyday behavior, rite of passage, etc)
 - Drinking and driving rates/attitudes
- Adults (drinkers and non-drinker groups; young adult and middle aged groups)
 - Perceived enforcement and prosecution of alcohol violations
 - Perceived negative consequences of penalties for alcohol violations
 - Social events that encourage heavy drinking
 - Being served when drunk
 - General view of alcohol use (everyday behavior, rite of passage)
 - Drinking and driving rates/attitudes
 - Perceived risk heavy drinking
 - Parent: providing alcohol to youth

Key Informant Interviews or Target Surveys

- Local attorneys
 - Prosecution of alcohol violations
 - Convictions of violations
- Local law enforcement
 - Consistency of enforcement for alcohol violations
- Treatment providers and counselors
 - Enforcement of violations
 - Use and attitudes
- Servers of alcohol
 - Serving intoxicated people
 - Drink specials

Agencies to contact:

- Local law enforcement
 - o Crash data (pd, injury, fatality) by gender, day, time, month, age
 - # of sobriety checkpoints
 - o # of retailer compliance checks
 - enforcement of alcohol violations (dui arrests, serving minors, other relevant ordinances/laws)
- local DA/courts
 - Actual prosecution of alcohol violations (dui, serving minors, other relevant ordinances/laws)
- School districts
 - Local pna data

Environmental Scan/research:

- Density of alcohol retail outlets (onsite and offsite)
- Hours alcohol served
- Low priced alcohol specials (low/no alcohol tax, happy hours, discount drinks, specials promoting large quantity consumption)
- Laws/ordinances and penalties on serving intoxicated, dui, mip, etc.

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• Community celebrations/events that involve alcohol

- Ease of taxi service, public transportation
- Alcohol sponsorship at public events
- Presence and density of alcohol advertisements in stores/store windows
- General advertising that makes consumption attractive to youth
- General advertising that makes heavy alcohol consumption attractive or normal

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Appendix E: Sample Focus Group Questions - ARMVC

This section is in progress; you will be notified when it is complete.